GOVERNMENT OF INDIA
MICRO, SMALL AND MEDIUM ENTERPRISES
LOK SABHA

UNSTARRED QUESTION NO:2604
ANSWERED ON:16.12.2008
CONSUMPTION OF MSME PRODUCTS
Chaure Shri Bapu Hari

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a): whether there is less sale of products manufactured by the Micro, Small and Medium Enterprises (MSMEs) due to inadequate publicity;

(b): if so, the details thereof;

(c): the amount spent/likely to be spent thereon during each year of the Eleventh Five Year Plan period;

(d): the details of countries ahead of India in terms of consumption of the products produced by these enterprises; and

(e): whether the Government has constituted any Group of Ministers (GoMs) to help find means to give encouragement to consumption of products manufactured in the MSMEs; and

(f): if so, the details in this regard?

Answer

MINISTER OF MICRO,SMALL & MEDIUM ENTERPRISES(SHRI MAHABIR PRASAD)

(a) to (c): One of the major problems faced by the micro, small and medium enterprises (MSMEs) relates to marketing of products produced by the MSMEs.To assist the MSMEs in this endeavour,the Government is implementing a Marketing Development Assistance(MDA) Scheme under which, inter alia, assistance is provided to the MSMEs for participating in the international trade fairs/exhibitions, adoption of Bar Coding, etc.The amount spent/earmarked under the MDA Programme during each year of the Eleventh Five Year Plan is as under:

Year	Amount (Rs. in crore)
2007-08(Actual expenditure)	1.36
2008-09(Budget Estimate)	10.55
2009-10(Proposed outlay)	11.00
2010-11(Proposed outlay)	11.00
2011-12(Proposed outlay)	11.00

(d): In view of the varying definition of MSMEs in different countries, no comparative data on consumption of products produced by the MSMEs is available.

(e): No, Sir.

(f): Does not arise.